

# Impact of Brand Citizenship Factors towards Sales Force Motivation: A Conceptual Review on Financial Leasing Service Sector of Sri Lanka

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## Abstract

The purpose of the concept paper is to review how brand citizenship behavior relates to salesforce motivation. A specific attention is made on issues related to financial leasing sector of Sri Lanka. Employee turnover remains as one of the most widely discussed issues in many industries as scholars highlight. However, a great deal of confusion still exists over the reasons causing employees to leave an organization. Human resource managers face intensive challenges in establishing a rational cause and finding a solution to this dilemma. In line within, scholars appreciate the concept of Brand Citizenship Behavior (BCB) as one of the theoretical contents that addressees how staff adheres to brand related performance whilst it has been noted as a motivation tool. Sri Lanka is also a noted context whereas financial service applies such motivational strategies to train and retain brand committed salesforce. But organizations in the financial leasing sector still faces intensive issues due to higher degree of employee turnover. This paper reviews how theoretical and empirical contributions address such salesforce issues whilst special attention is made on financial leasing sector of Sri Lanka. Alongside, authors used a deductive approach so doing paper associated acedamaic works and industry related publications to support arguments and discussions. A summarized discussion was made whilst key insights are concluded with future research suggestions.

**Keywords:** Brand Citizenship Behavior; Financial Leasing Service, Salesforce Motivation, Sri Lanka

## Introduction

Over 25 years ago, Lanka Orix Leasing Company (LOLC) introduced leasing to Sri Lanka. The finance sector of Sri Lanka is dominated by non-banking financial institutions and banking institutions (Central Bank Report, 2017). When the modern context is being considered, both current and potential customers of the financial industry of Sri Lanka are closely interacting and dealing with leasing companies. There are many leasing companies operating in the financial industry. An intensive competition is noted among the non-banking institutions as well as banking institutions (Central Bank Report, 2017). As per industry insights, retaining of best performing employees in the sales sector is extremely significant for the entire financial sector in order to build and maintain competitive advantage due to the increasing demand levels of customers, increased pressure from governing bodies as well increased levels of industry rivalry among the competitors. The license finance companies and specialized leasing companies sector recorded a strong performance in terms